

# MULTI-BRAND ZIP CODE ANALYSIS

TOTAL U.S.

ZIP SHARE	HIGH	SHARE: 13.977	SHARE: 11.014
		SHR CHNG: -2.069	SHR CHNG: 2.563
		# OF ZIPS: 2,073	# OF ZIPS: 7,273
		% OF VOL: 12.592%	% OF VOL: 48.375%
LOW		SHARE: 4.940	SHARE: 5.206
		SHR CHNG: -0.877	SHR CHNG: 1.777
		# OF ZIPS: 4,462	# OF ZIPS: 16,495
		% OF VOL: 1.875%	% OF VOL: 37.158%
		LOW	HIGH
ZIP SHARE CHANGE			

2040412627

MBRAND\_ZIP.TBL

# Total OPB - Share by Zip Code



Classes for  
OPB SHR  
in ZIP CODES

- 0.00 - 2.85
- 2.85 - 5.29
- 5.29 - 7.74
- 7.74 - 10.18
- 10.18 - 47.80
- Not Selected

[Source: Store Level Stars 26 w/e 10/28/95 Excluding recall data]

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## Total OPB - Share Change by Zip Code



Source: Store Level Stars 26 w/c 10/28/95 vs 26 WAGO excluding recall data:

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